

# Welcome to the Azure Tech Groups Quarterly Call

We'll start in 5 mins



Azure

# Azure Tech Groups

Quarterly Group Leader Call

Microsoft

February 2021

# February Quarterly Group Leader Call: Agenda

- Intro / Overview (Leann)
- Hear from Meetup (Marie-Lou)
- Sneak peek
  - 30 Days to Learn It (Melisa)
- Interesting finds (Jenn)
- Q&A

Event guidance –

Feel free to ask questions as we go, we'll leave ~15 mins at the end for additional questions.

To ask questions, use the Q&A button.


# Intros


## Jenn Jinhong

### Azure Developer Marketing

A quirky 'geek' who enjoys discussing and exploring the latest technologies. Loves fun lighting.

 @jennjin

 jenniferjinhong


 JennJin





## Leann Turpin

### Community Program Manager

Mom, tech geek, purveyor of hope, connector of people, Microsoft alumni, life-long learner.

 @leanneileen

 leannturpin


 LeannTurpin



## Marie-Lou Gauthier

### Meetup.com

Community building expert who helps businesses engage their audience at scale and empower meaningful human connections.

 marielougauthier



## Melisa Socorro-Nunez

### '30 Days to Learn It' - Sr PM

B2B tech marketer, creative problem solver, content strategist, team player, puzzle lover.

 melisasocorronez



# State of the Community

248 Groups

370,470 members

50 Countries

Monthly Avgs (*past 3 months*)

400+ events

20k+ RSVPs



**New!** Azure Data Tech Groups

[aka.ms/azure-tech-groups/azure-data-community](https://aka.ms/azure-tech-groups/azure-data-community)

# Hear from Meetup





# SNEAK PEEK INTO MEETUP'S 2021 PRODUCT ROADMAP



# NEW IMPROVED EXPERIENCE

- We are giving every old page a fresh look and feel
- We are making major performance improvements across every aspect of the platform (web, mobile and apps), including notifications and search & recommendations



## Old experience

**YOUR NEXT EVENT**

# Weekly Glitter Craft Party

Glitter Crafters of Brooklyn Together • 1 Members

Search

within 5 miles of Brooklyn, NY

Groups

Calendar

**MONDAY, FEBRUARY 1**

7:00 PM

IMPROV NOW! - NYC WEEKLY IMPROV CLASSES & PERFORMANCES

**Monday Night Improv Jam!**

Online event

9 improvisers going

**TUESDAY, FEBRUARY 2**

7:30 AM

NEW YORK YOGA MEETUP GROUP

**Friday Yoga (weight loss,back,stretch,balance,joy :)**

3 Dear Yogi going • 9 spots left!

7:00 PM

CHRIS FARLEY APPRECIATION GROUP

**Let's Meetup and watch Tommy Boy**

Burns Park

1 going

7:00 PM

MEETUP WITH MURRAY IN BROOKLYN

**Testing recurring MUP**

All upcoming events

Saved events

**Your groups and suggestions**

Your groups only

Your events only

February 2021


SU	MO	TU	WE	TH	FR	SA
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28						

Export to...

## New experience

# Make time for what you love this year

Join Meetup



Find your next event

New York, NY

Search

**Events near New York, NY**

THU, FEB 4, 3:00 PM GMT-5

The Mysterious Affair At Styles

Online & Cocktails: an Agatha...

60

SAT, FEB 13, 11:30 AM GMT-5

VIRTUAL Valentine's Day - Singles Sweet and Mingle - Virtual Speed Dating in NYC

NYC Singles Sweet & Mingle...

22

SUN, FEB 7, 1:00 PM GMT-5

True Abundance: Insights and Practices

Practical Spirituality

277

THU, FEB 4, 6:45 PM GMT-5

NeuroTech Buzz in Review 2021

NeuroTechNYC

60

**Expand your network**

THU, FEB 4, 3:00 PM GMT-5

Property Management 101

The Real Estate Investor's Me...

50

FRI, FEB 12, 12:00 PM GMT-5

Rising Alpha Competition

Portfolio Managers, Investors...

11

WED, FEB 3, 3:00 PM GMT-5

LinkedIn Local - Wayne, N.J.

Pasaic County job support/le...

30

TUE, FEB 23, 6:00 PM GMT-5

Cutting Edge Hack: Grasshopper & Dynamo working together within...

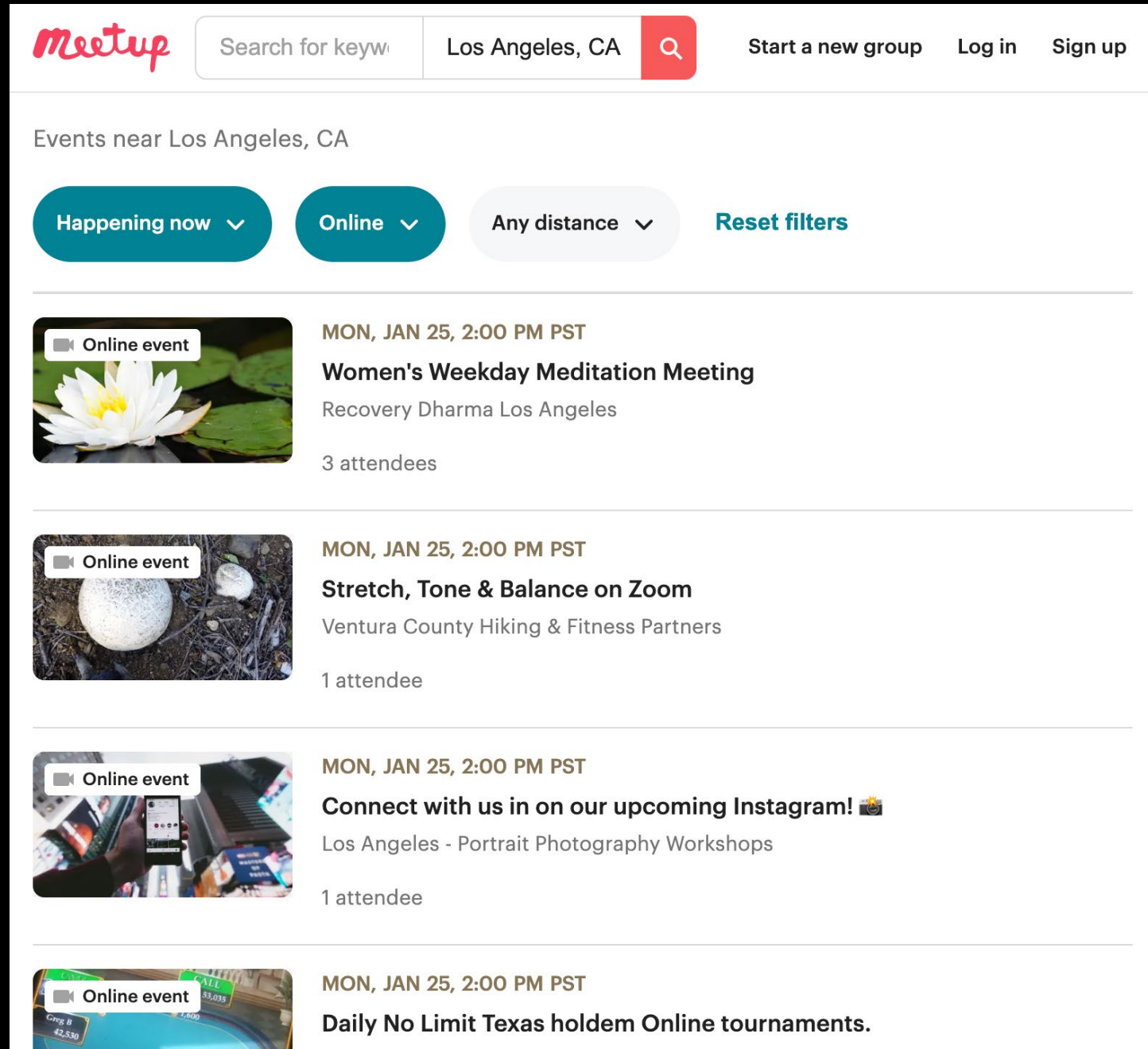
New York City Revit User Group

80



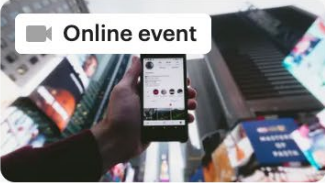
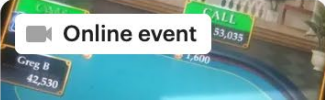
## 'Happening now' filter

*\*in A/B testing phase*

- Creation of filters that better align with the new reality of online events
- Continuation of an update we made in October, that enables users to RSVP to an event up until the time it ends



The screenshot shows the Meetup website interface. At the top, the Meetup logo is on the left, followed by a search bar containing "Search for keyw", a location dropdown set to "Los Angeles, CA", and buttons for "Start a new group", "Log in", and "Sign up". Below the header, the text "Events near Los Angeles, CA" is displayed. A row of filters includes "Happening now" (selected), "Online", "Any distance", and a "Reset filters" link. The event list below features three items, each with a thumbnail, an "Online event" label, a date and time, a title, an organizer, and an attendee count.

Event Image	Date & Time	Event Title	Organizer	Attendees
	MON, JAN 25, 2:00 PM PST	Women's Weekday Meditation Meeting	Recovery Dharma Los Angeles	3 attendees
	MON, JAN 25, 2:00 PM PST	Stretch, Tone & Balance on Zoom	Ventura County Hiking & Fitness Partners	1 attendee
	MON, JAN 25, 2:00 PM PST	Connect with us in on our upcoming Instagram! 📸	Los Angeles - Portrait Photography Workshops	1 attendee
	MON, JAN 25, 2:00 PM PST	Daily No Limit Texas holdem Online tournaments.		



# BETTER EVENTS

- We will be evolving our events in many ways:
  - Making events more easily discoverable
  - Increased personalization
  - Exposure of events to search engines

- We're building a new endpoint architecture that is giving us more flexibility and autonomy in updating models, algorithms, and business logic around event recommendations.
- For example, we are providing personalized recommendations to users logged into our new experience

## Old experience ('Popular events')

**Events near New York, NY** [See all](#)

TUE, DEC 29, 7:00 PM EST  
20's - 60's Younger Women Older Men meetup party  
Younger Women Older Men Dat...

35

SAT, DEC 19, 11:30 AM EST  
Discussion 6: Flannery O'Connor; Donald Barthelme; Edgar Allen Poe  
For The Asking Short Story Rea...

30

SAT, DEC 19, 7:00 PM EST  
Meet other singles during the holidays  
Successful Dating over 40

27

FRI, DEC 18, 3:30 PM EST  
Manipulating the Masses - For Fun & Profit  
Skynet, Star Trek, Socrates & S...

29

## New experience ('Personalized events' or mix of 'Personalized and Popular')

**Events near New York, NY** [See all](#)

FRI, DEC 18, 3:00 PM EST  
Pick-up Soccer at Field 6, East River Park (2)  
Manhattan Weekend Evening C...

3

WED, DEC 23, 6:30 PM EST  
Soccer Game @ Battery Park City Field / Financial District  
PSNYC / Pickup Soccer NYC So...

18 going

THU, DEC 24, 12:30 PM EST  
UFA Mid-Day Live Market Talks  
Financial Freedom 4 You

8

FRI, DEC 18, 10:00 AM EST  
Mathematics for Data Science  
BigNumber NY

55

## Learning

**Personalized Events** [See all](#)

SUN, DEC 20, 11:00 AM EST  
Why Europe and the West, Why Not China? Dominance in the 18th/ 19th centuries  
History Roundtable Discussion

19

SUN, DEC 20, 4:00 PM EST  
The Magical Holiday History Tour! How New York Re-Invented Christmas  
Exploring NYC History and Neig...

184

**Non-Personalized Events**


TUE, DEC 22, 1:00 PM EST  
Weekly LinkedIn Lunch and Learn  
Weekly LinkedIn Lunch and Learn

53

TUE, JAN 12, 7:00 PM EST  
Foucault's The Order of Things (Ch 1-4)  
Women Read Philosophy

18





EXPAND YOUR MEETUP GROUP  
THROUGH COLLABORATIVE LEADERSHIP

# WHY?

Collaboration is proven to lead to enhanced performance and engagement for organizations of all kinds (check out this recent Stanford [study](#)). The benefits of a collaborative leadership style include:

- Empowering team members
- Increasing flexibility and adaptability
- Fostering a sense of unity and shared goals
- Reducing individual challenges by dividing a heavy workload
- Creating a more diverse community
- Ensuring continuity and sustainability

# HOW?

Giving leadership capabilities to group members is quick and easy on Meetup:

- Go to your group's homepage
- Click on **Members**
- Find the person who you'd like to designate as a leader
- Click on the **Three dots** button next to that person's name—you'll see a drop-down menu.
- From that drop-down menu, click **Change member role**. You'll be presented with three leadership role options: event organizer, assistant organizer, and co-organizer.

# WHO?

Leadership Team Permissions				
	Organizer	Co-Organizer	Assistant Organizer	Event Organizer
Responsible for organizer subscription	●			
Close the group or nominate a primary organizer	●			
Manage group finances	●			
Add, change, and remove leadership members	●	●		
Manage group settings	●	●		
Accept, remove, and ban members	●	●	●	
Contact members	●	●	●	●
Schedule, edit, and cancel events	●	●	●	●





# TIPS

To put your leadership team in the best position to succeed, you should follow a few best practices.

- Choose active members
- Communicate expectations
- Start small

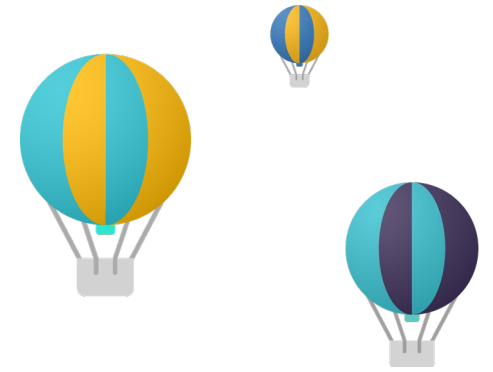
# Sneak peek





# 30 Days to Learn It

The next step to expanding your technical skills



Build in-demand skills to advance your career in cloud development, while preparing you to earn a Microsoft Certification. In less than **1-hour commitment a day, you can earn 50 percent off the cost of a certification exam.**

Choose from **8 different learning journeys** that will help you prepare for a **Microsoft Certification**:

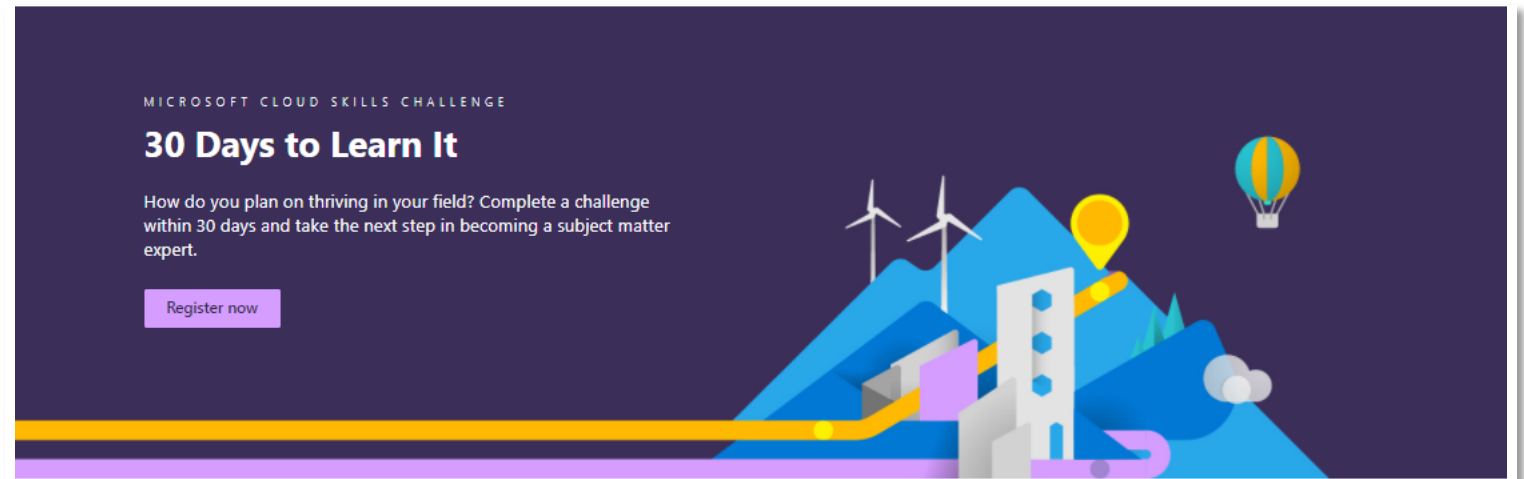
- Azure AI Fundamentals
- Azure IoT Developer
- Azure Solutions Architect
- Azure Data Scientist
- Azure Developer
- DevOps Engineer
- Microsoft 365 Developer
- Power Platform App Maker



# 30 Days to Learn It

## Next steps:

- Stay tuned for launch
- Have questions reach out to:  
[30daystolearnit@microsoft.com](mailto:30daystolearnit@microsoft.com)



MICROSOFT CLOUD SKILLS CHALLENGE


## 30 Days to Learn It

How do you plan on thriving in your field? Complete a challenge within 30 days and take the next step in becoming a subject matter expert.

[Register now](#)

### Master the most in-demand skills and advance your career


30 Days to Learn It can help you build skills and start your preparation for Microsoft Certifications for AI, DevOps, Microsoft 365, low code, IoT, data science, cloud development, and more. Select your challenge below, work through learning modules, and exchange ideas with peers through a global community forum.



20%

PRODUCTIVITY INCREASE


Trained and certified teams responsible for core IT activities are generally 20% more productive than uncertified staff.<sup>1</sup>



58%

EXPERIENCED CAREER IMPROVEMENT

More than half of certified professionals reported that Azure certifications have helped them improve their career progression opportunities.<sup>2</sup>



42%

RECEIVED HIGHER PAY

In one survey, almost half of the professionals who earned Azure certifications ended up increasing their salary.<sup>2</sup>

<sup>1</sup>Source: IDC White Paper, sponsored by Microsoft, Benefits of Role-Based Certifications (June 2020)  
<sup>2</sup>Source: Nigel Frank Microsoft Azure Salary Survey (June 2020)

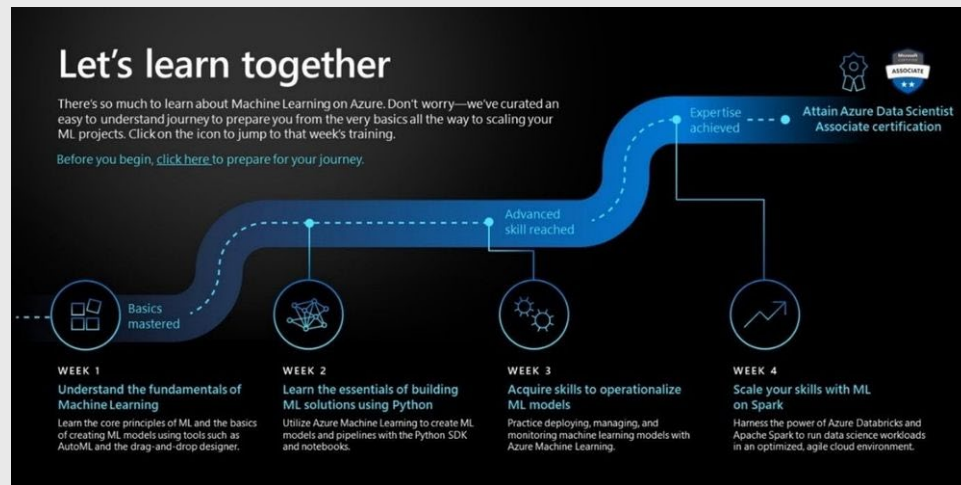
# Interesting finds



# New! AI Developer resource pages

- Machine learning for data scientists  
[aka.ms/azure-tech-groups/data-scientist-resources](https://aka.ms/azure-tech-groups/data-scientist-resources)
- Artificial intelligence for developers  
[aka.ms/azure-tech-groups/ai-dev-resources](https://aka.ms/azure-tech-groups/ai-dev-resources)

## 30 Day Learning Journey



## Videos

Explore AI through videos

[Watch Azure AI Essentials](#) [See the latest AI innovations](#)

Watch the Azure AI Essentials video series to get familiar with Azure AI products and services and learn how to bring these components together to build AI applications.

**Azure AI Essentials**

Intro to Azure AI

Get a walkthrough of AI concepts and see how to create innovative experiences in your applications with Azure AI.

**Azure AI Essentials**

Easily add AI to Your Applications

Learn how to get started using Azure to add AI to your applications.

**Azure AI Essentials**

Build a Chatbot

Learn about common types of chatbots and see how to use Azure AI to build them.

Microsoft Azure AI

# HACKATHON

January 26 – April 5, 2021

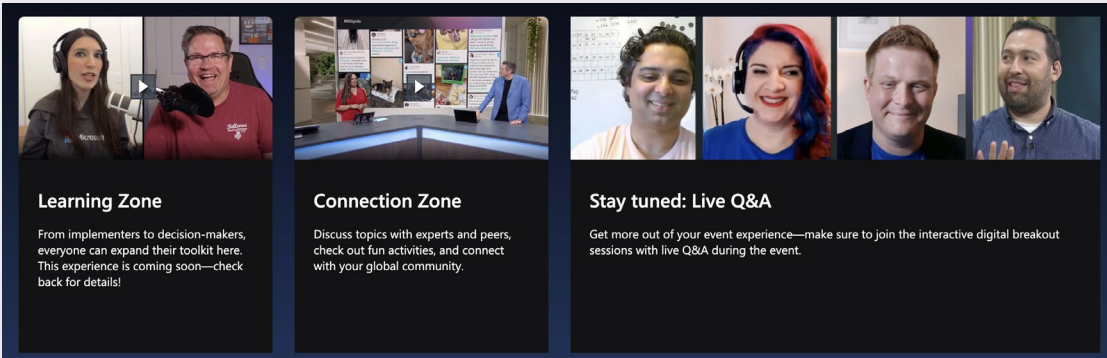
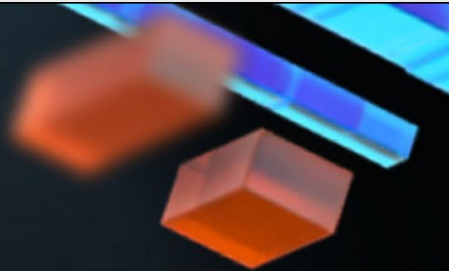
- Use one or more Azure AI Services to build a new project or update an existing one.
- Create AI-powered apps or devices, conversational bots, ML models, or something else.

Join Now! <https://azureai.devpost.com/>

# Upcoming Event

## Microsoft Ignite

March 2–4, 2021 | Digital event



Learn more and register

[aka.ms/azure-tech-groups/March\\_Ignite](https://aka.ms/azure-tech-groups/March_Ignite)

From the Azure Tech  
Community GitHub



## Lightning Talks

- Repository of quick talks
- Framework to create a lightning talk

Create your own and share with the community!

<https://github.com/AzureTechCommunity/talks>

### Lightning Talks

Each lightning talk is designed to take ~15 minutes to present and includes 1-2 quick hands-on demos. Each talk consists of a Markdown file for source content and a PPTX file in the [latest GitHub release](#). Each talk also includes a link to a YouTube train-the-trainer video showing an example of the many ways you can deliver this content for your audience.

Talk	Markdown Source	PowerPoint Presentation	Train the Trainer Video
Host your web apps with Azure App Service	<a href="#">app_service_web.md</a>	<a href="#">app_service_web.pptx</a>	<a href="#">YouTube/Alt</a>

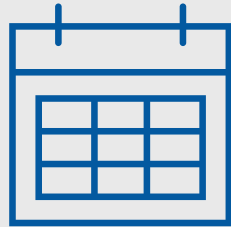
# Q&A





# Thanks for joining!

Mark your calendars!



Next Quarterly Call is **May 2021**



Find past monthly communications and quarterly calls:

[https://aka.ms/atc/Archive Comms](https://aka.ms/atc/Archive_Comms)

List of content resources:

[https://aka.ms/atc/content\\_resources](https://aka.ms/atc/content_resources)

Have questions? Contact us at [azure-tech-groups@microsoft.com](mailto:azure-tech-groups@microsoft.com)

